

NEW ROCHELLE DOWNTOWN BID

Small Business Support Programs



41-43 WESTCHESTER PLACE, NEW ROCHELLE, NY 10801 • WWW.NEWROCHELLEDOWNTOWN.COM

New Rochelle BID Comprehensive Downtown Small Business Support Program

Community Capital Resources, Monroe College, Con Edison, Hudson Biofuels, and NYSERDA — New York State Energy Research and Development Authority join the New Rochelle Business Improvement District (BID) in an expanded, comprehensive program to help downtown restaurants and retail businesses.

The New Rochelle Business Improvement District (BID) offers technical support, financial loans, marketing opportunities, and energy conservation incentives to downtown businesses and restaurants. With its partners Monroe College, Community Capital Resources, Con Edison, Hudson Biofuels, and NYSERDA-New York State Energy Research and Development Authority the BID has a variety of programs, many FREE, to help downtown enterprises improve and expand. For qualified businesses, the BID also provides access to economic incentives for improvements to lower energy costs and business loans.

Among the programs that are offered by the BID and its partners through the New Rochelle Downtown Small Business Support Program are:

- **Business Loans** — The BID, working with **Community Capital Resources**, is providing qualified businesses with access to loans ranging from \$1,000 to \$50,000. Loans can be used for inventory or equipment, marketing, working capital, and energy savings upgrades. Join the downtown enterprises which are already successfully improving their businesses and restaurants with these loans.
- **Energy Savings Incentives** — The BID is working with **Con Edison** to provide free energy audits that provide recommendations for lighting and basic equipment improvements which can significantly lower energy and operating costs. Con Edison will pay 70% of the cost of agreed upon improvements. More than twenty-five downtown businesses are already taking advantage of this program.
- **Downtown Small Business Development Center** — The BID is happy to announce a Small Business Development Resource Center for Downtown enterprises. Hosted by **Monroe College**, it will house consultation services as well as provide free access to computers and business software and data.
- **Free Business Workshops** — The BID is working with **Monroe College** and **Community Capital Resources** to offer free workshops to help businesses people improve their skills and practices and develop business plans. The workshops will range from Quick Books to Strategic Marketing and from Financial Management to Microsoft Office Management. A longer term Business Plan Development Workshop is also offered.
- **Free Consultation Services** — To help business people expand their customer base and operate more effectively, the BID, working with **Monroe College** and **Community Capital Resources**, is making available free, private, one on one, consulting and business coaching services in areas such as business plan development, market research and strategic planning. Businesses can also receive assistance in human resources and operations management, and loan and W/MBE application preparation.
- **"Green" Restaurants** — The BID is working with **Hudson Biofuels** to provide restaurants with the free removal of used grease and cooking oil AND pay restaurants ten cents per gallon for the collected cooking oil. Restaurants will help our environment since 100% of their waste oil will be converted into renewable fuels including biodiesel. Join the growing number of participating downtown restaurants.
- **Energy Efficient Equipment Incentives** — Through **NYSERDA**, the BID can offer free energy audits of your facility which can include the building envelope (windows, doors, insulation), HVAC (heating, cooling and ventilation systems), commercial kitchen equipment, and other major energy consuming equipment, and for eligible projects, also provide economic incentives to upgrade to newer and more energy efficient models.
- **Free Web Pages** — The BID will host free web pages for downtown businesses on the BID's increasingly popular downtown web site, **NewRochelleDowntown.com**. The BID will also offer free assistance in designing and creating web pages for specific businesses.
- **Sidewalk Sales and Outdoor Cafes** — The BID organizes seasonal sidewalks sales for downtown businesses and helps restaurants create outdoor cafes, including access to the BID's free downtown outdoor WiFi network, the only one in the Hudson Valley. The BID also sponsors more than thirty events annually to help bring people downtown.
- **Business Formation Assistance** — Sponsored through a partnership between **Monroe College** and the New York State's **Entrepreneurial Assistance Program** (part of the NYS Omnibus Economic Development Act), the BID is offering a free comprehensive education and training program for qualified emerging and existing entrepreneurs. This expansive 60-hour entrepreneurship course is accompanied by an additional 15 hours of intensive technical assistance to help new and existing entrepreneurs develop or expand a downtown business.





New Rochelle BID Comprehensive Downtown Small Business Support Program

Business Name: _____

Business Street Address: _____

Contact Person: _____

Email Address: _____

Phone Number: _____

I would like to learn more about the following. Please check all individual programs you are interested in learning about. Someone will then contact you with information.

BUSINESS FINANCING

- Business Loans** – I am interested in a business loan ranging from \$1,000 to \$50,000.
- Loan Application Preparation** – Receive help in preparing an application for a business loan.

ENERGY AUDIT

- Free Energy Audit** — Obtain a free report on lighting/equipment improvements that can save money and win economic incentives.
- Energy Incentives** — Obtain information from Con Edison for a 75% grant for energy improvements.

“GREEN” RESTAURANTS

- Free Waste Oil Removal** — Free removal and ten cents per gallon for used cooking oil.
- Equipment Cleaning** — Competitive pricing for environmentally friendly cleaning of grease traps and hoods and removing grease.

ENERGY EFFICIENT EQUIPMENT INCENTIVES

- Free NYSERDA audit** — Free audit of HVAC, commercial kitchen, and other major equipment.
- Energy Incentives** — Information on economic incentives to upgrade to newer and more energy efficient models.

BID DOWNTOWN SIDEWALK SALES

- June, 2011** (Wednesday through Saturday, June 1st, 2nd, 3rd and 4th)
- July, 2011** (Wednesday through Saturday, July 6th, 7th, 8th, and 9th)
- September, 2011** (Wednesday through Saturday, September 7th, 8th, 9th and 10th)

OUTDOOR CAFES

- Sidewalk Dining** — Help in obtaining a New Rochelle sidewalk dining permit.
- BID WiFi Network** — Learn more about the free BID outdoor WiFi network.

NYS BUSINESS DEVELOPMENT PROGRAM

- Comprehensive Entrepreneurial Training** — Free 60-hour NYS certified entrepreneurship course to help new and existing entrepreneurs develop or expand a business.

WORKSHOPS – Free classes and workshops.

- Microsoft Office** — The basics and business applications for Word and Excel

- QuickBooks** — The basics and how to keep your business records with QuickBooks
- Financial Management** — Better budget and handle your financial resources.
- Strategic Marketing** — Improve your marketing and promotion plans and product lines.
- Business Planning** — Understand how a business development plan can help you start or grow your business.

CONSULTING – Free extended technical support.

- New Market Development** — Explore capturing a greater share of your existing market and developing new markets.
- Marketing/Promotion** — Create improved plans and effective budgets for marketing your business.
- HR Management** — Explore your needs for staffing, compensation, benefits and employee safety compliance.
- Business Plan Development** — Develop a comprehensive business plan to help create or expand your business and for loan financing.
- W/MBE Certification** — Understand the benefits and eligibility requirements and apply for Woman and Minority Owner Business certification.

BUSINESS WEB PAGES

- Web Pages** — Free assistance in designing and creating web pages.
- Web Page Hosting** — Host my web page free on NewRochelleDowntown.com.

SMALL BUSINESS RESOURCE CENTER

- Free Business Resources** — Information on how to use the business library, its computers and PC-based internet access to business magazines, newspapers and data.

If you are interested in any of the above opportunities, please fill out the form on this flyer. We will follow up with you on the program components for which you are interested.

Deliver completed forms to:
Diamond Glass, 555 Main Street
The Curtain Shop, 541 Main Street

Or mail directly to:
Ralph DiBart, Executive Director
New Rochelle BID
41-43 Westchester Place
New Rochelle, New York 10801